

PATENT 6/4-784 N

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl.No. : 10/023,377  
 Applicant : Ren EGAWA et al.  
 Filed : December 12, 2001  
 TC/A.U. : 2676  
 Examiner : Anthony J. BLACKMAN  
 Docket No. : 01-MV-065  
 Customer No. : 30428

Confirmation No. 2451

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**MS NON-FEE AMENDMENT**

Commissioner for Patents

P.O.Box 1450

Alexandria VA 22313-1450

**Attention: Examiner Anthony J. BLACKMAN****RESPONSE WITH AMENDMENT UNDER 37 C.F.R. §§ 1.111**

Sir:

The following amendment is being submitted in response to the Office Action dated January 2, 2004, please enter and consider the following amendment and remarks as follows:

## Table Of Contents For Each Section Of this Response

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date 4/2, 2004

Signature: Kathleen SchlosbonBy: Kathleen Schlosbon  
Applicant, Assignee, or Representative

01-MV-065

1

10/023,377

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**TELECOPIER TRANSMITTAL FORM**

**DATE:** April 2, 2004  
**TO:** Examiner Anthony J. Blackman  
**FIRM:** USPTO, Group Art Unit 2676  
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**TOTAL NUMBER OF PAGES: 18  
(INCLUDING THIS PAGE)**

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**MESSAGE:**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant(s):** Ren EGAWA et al.

**Serial No.:** 10/023,377

**For: (As Amended) DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK**

**Enclosed are the following:**

Transmittal letter (1 page); and Response with Amendment (16 pages)

**Docket No.:** 01-MV-065

**230-A01-013**

**April 2, 2004**

CONFIDENTIALITY NOTE: THE INFORMATION CONTAINED IN THIS TRANSMISSION IS LEGALLY PRIVILEGED AND CONFIDENTIAL, INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION, OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU RECEIVE THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE (COLLECT) AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE LISTED ADDRESS VIA THE U.S. POSTAL SERVICE. WE WILL REIMBURSE YOU FOR POSTAGE AND/OR TELEPHONE EXPENSES INVOLVED. THANK YOU.

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. 01-MV-065  
 Ren EGAWA, et al. : Group Art Unit: 2676  
 Serial No. 10/023,377 : Examiner: Anthony J. Blackman  
 Filed: December 12, 2001 : Confirmation No. 2451

For: (As Amended) DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS  
 ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED  
 DEMOGRAPHICS WITH CLIENT SYSTEM DISPLAY OVER A NETWORK

TRANSMITTAL**MS NON-FEE AMENDMENT**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

SIR:

Transmitted herewith is an amendment in the above-identified application, and the following:

[X] No additional filing fee is required.

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

CLAIMS AS AMENDED						
(1)	(2) Claims Remaining After Amendment	(3)	(4) Highest Number Previously Paid For	(5) Extra Claims	(6) Rate	(7) Fee
Total Claims (Small Entity)	24	-	24	0	18.00 ( 9.00)	0
Independent claims (Small Entity)	5	-	5	0	86.00 (43.00)	0
Multiple Dependent (Small Entity)	0	-	0	0	290.00 (145.00)	0
Extension of Time Fee (Small Entity)	One Month \$110 (55)		Two Months \$420 (210)	Three Months \$950 (475)		0
Total						\$0.00

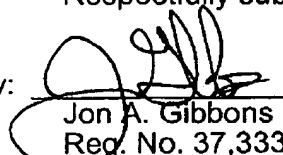
XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 50-1556.

Respectfully submitted,

Date:

4/2/04

By:

  
 Jon A. Gibbons  
 Reg. No. 37,333

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